

IN THE CLAIMS

Please amend claims 170-178, 180-188, 191, 217, 263,
295-297, 304-311, 313-314, and 316 as follows:

--170. (CURRENTLY AMENDED) A system as defined in claim 168
5 wherein said printed document issued by an educational
institutional comprises a brochure about programs.

c1 171. (CURRENTLY AMENDED) A system as defined in claim 168
10 wherein said printed document issued by an educational
institutional comprises a registration printed document.

172. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said printed document issued by an educational
institutional comprises a financial aid application.

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173. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said printed document issued by an educational
institutional comprises instructional material.

20 174. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said printed document issued by an educational
institutional comprises a test.

175. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a library card.

5 176. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises an identification card.

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concl.

10 177. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a tag.

15 178. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a decal.

180. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises an invoice.

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181. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a receipt.

182. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a credit card. .

5 183. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises an application form.

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10 184. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a transcript.

185. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational
15 institutional~~al~~ comprises a poster.

186. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a banner.

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187. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said printed document issued by an educational institutional~~al~~ comprises a meal ticket.

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concl. 188. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said printed document issued by an educational
institutional comprises a schedule of events.

c3 5 191. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said printed document issued by an educational
institutional comprises a letter of recommendation.

c4 10 217. (CURRENTLY AMENDED) A system as defined in claim 202
wherein said "information superhighway" data link comprises
a radio frequency ("RF") cellular network.

c5 15 263. (CURRENTLY AMENDED) A system as defined in claim 262
wherein said service includes displaying promotional
programming material on said display unit of said user.

c6 20 295. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

296. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit is linked to a personal computer.

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5 297. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit is linked to a wireless interface.

10 304. (CURRENTLY AMENDED) A system as defined in claim 297 wherein said feature recognition unit is linked to a personal digital assistant.

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15 305. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit is linked to an Internet appliance.

306. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit is linked to a television set.

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307. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit comprises a portion of a cellular telephone.

308. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit comprises a portion of a personal digital assistant.

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5 309. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit comprises a portion of a remote control unit.

10 310. (CURRENTLY AMENDED) A system as defined in claim 295 wherein said feature recognition unit comprises a portion of a handwriting implement.

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311. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

C7 5 ~~im~~printing a machine recognizable feature within a printed document issued by an educational institution;

encl. scanning said machine recognizable feature of said printed document issued by an educational institution; and

10 transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed document issued by an educational institution.

15 313. (CURRENTLY AMENDED) The method of claim 311 wherein said machine recognizable feature is selected from a group
c? consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible
20 icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.

314. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed document issued by an educational institution, comprising the steps of:

5 ~~im~~printing a machine recognizable feature within said printed document issued by an educational institution, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

10 scanning said machine recognizable feature within said printed document issued by an educational institution and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

15 accessing programming material from said remote server; and

20 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed document issued by an educational institution.

316. (CURRENTLY AMENDED) The method of claim 314 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--
